



## REQUEST FOR PROPOSALS

### Media Sponsorship at the annual Fredericksburg Christmas Parade

**Solicitation (RFP) Title:** Media Sponsorship at the annual Fredericksburg Christmas Parade

**Investment:** \$5,000.00 value

**Proposal Due Date and Time:** September 10, 2014 by 5:00pm

**RFP Contact:** [fredprpf@fredericksburgva.gov](mailto:fredprpf@fredericksburgva.gov)

**Scope of Work:** The City of Fredericksburg Parks & Recreation (P&R) is seeking Requests for Proposals (RFP) from local businesses interested in being named the media Sponsor for the Fredericksburg Christmas Parade. The Sponsor will provide funding (unless services can be provided by Sponsor) for professional services consisting of print and radio advertisements, social media promotion, on-site promotion and event day presence.

**Type of Business:** Please place an "X" next to your type of business

Radio\_\_\_\_\_ Print\_\_\_\_\_ Neither\_\_\_\_\_

*If your business is **Neither Print or Radio**, you will agree to provide funding for Fredericksburg Parks & Recreation to purchase radio and print advertisements. Please skip I. A and proceed to I. B*

*If your business is **Radio**, you will agree to provide in-kind radio advertisements and funding to purchase equal value print advertisements*

*If your business is **Print**, you will agree to provide in-kind print advertisements and funding to purchase equal value radio advertisements*

### I. General Requirements and Services of the Sponsor

- a. If the Sponsor is **print or radio** they must provide a detailed breakdown of the in-kind sponsorship value they can provide that includes but is not limited to the following:
  - i. Must provide value for estimate promotional mentions or advertisements
- b. The Sponsor must provide explanation of similar community outreach (if any)
- c. The Sponsor must provide high-resolution, 300 dpi logos to be used in all advertising and promotions both in print and online.



## Fredericksburg Parks, Recreation & Public Facilities

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408 Canal Street  
Fredericksburg, VA 22401  
Phone: 540-372-1086  
Fax: 540-372-3475

- d. The Sponsor has the option of having a float or other type of entry in the parade
  - i. If this option is chosen, the Sponsor must have all personnel, equipment and/or materials for parade float or other type of entry
- e. Payment to P&R must be submitted within 30 days of RFP award
- f. The Sponsor may include any additional information in the RFP that they plan to offer or include that is not outlined in the above

### II. General requirements and Services of P&R

- a. P&R will include Sponsor logo in all advertising and marketing to include but not limited website, banners, flyers, Facebook/Twitter, P&R newsletter and other possible platforms
- b. P&R will provide a complimentary spot in the parade for the named Sponsor's float or other type of parade entry
- c. P&R will provide high visibility banners to include named Sponsor in the title at William St & Blue/Gray Parkway, Kenmore Ave, and other possible locations
- d. If Sponsor select is neither Print nor Radio business, P&R will provide Sponsor with detailed breakdown of how investment dollars were spent and marketing/advertising package post-event.

**III. Inquiries:** Any question related to the RFP, including any part of the Scope of Work, shall be directed to the RFP Contact. For fairness and consistency, we request that all questions be submitted in writing. All questions will be updated periodically on an appendix within the RFP at [www.fredericksburgva.gov/bids](http://www.fredericksburgva.gov/bids). Verbal or telephone inquiries will not be answered. No pre-submittal meetings/conferences will be held.

**IV. Submittals:** All proposals must be **sealed** and clearly marked with RFP title, *Media Sponsorship, Fredericksburg Christmas Parade* and received no later than September 10, 2014 by 5:00pm. Facsimile and electronic mail (email) submissions will **not** be considered.

**V. All items should be mailed to or dropped off in person at the following address:**

Dorothy Hart Community Center  
Attn: Media Sponsorship, Fredericksburg Christmas  
Parade 408 Canal St  
Fredericksburg, VA 22401